


Contacts

SEPTEMBER • 1959





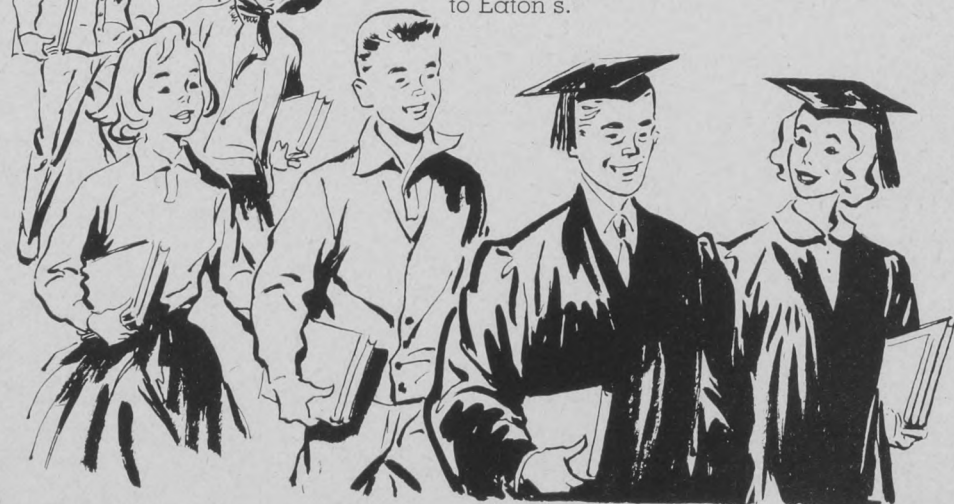
Back to School

For the tiny tots just starting kindergarten, the young folk of the one-to-six group, the hesitant junior and the confident teen-ager, this phrase—"Back to School"—has varied emotions.

Our first group is certainly entering into an entirely new world—somewhat frightening because Mom isn't just within calling distance—but after the first day a marvellous place to be, with all the crayons, plasticine and cut-outs, just like home.

Our one-to-sixers are glad to be back if only to see their friends and meet the new teacher, and of course the juniors begin to realize that school is a pretty exacting life and one has to study to make the grades. Finally, our "teeners," fast approaching adulthood with its many problems, are beginning to have that feeling of the tiny tot but with a more mature meaning. Questions such as "should I continue my studies and attend university, or shall I launch myself into outer space and find my niche in this ever-changing world of ours today?"—truly a time for reflection. Yes, every age has its problems and "Back to School" becomes more than just a phrase.

The one habit that should never change is the part Eaton's plays in this "Back to School" theme. We, as Eatonians, should fully realize the importance of being a part of the preparedness for the future and strive to do our best to see that before Young Canada goes "Back to School" they come "First to Eaton's."



TRAVEL SCHOLARSHIP TAKES BOYS TO WESTERN CANADA



Top—The entire group had their picture taken just as they entered the Plant Science Building, University of Manitoba.

Bottom—A member of the group signing the visitors' book at the Legislative Building while our Lieutenant-Governor, the Honourable J. S. McDiarmid, and Premier Duff Roblin look on.

Eighteen secondary school students—travel scholarship winners—were presented with a first-hand knowledge of Western Canada when they visited Manitoba, Saskatchewan, Alberta and British Columbia this August. They were members of the Western Canada Educational Tour conducted by the Toronto Board of Education and Eaton's of Canada. Sixteen of the boys represented the sixteen Toronto secondary schools and two were from two schools in Winnipeg, this being the first year for Winnipeg schools. The Winnipeg representatives were Hugh Smith of Daniel MacIntyre Collegiate and Ron Leitold of St. James Collegiate. This tour was the 13th in a series of educational tours governed by the co-sponsors that have afforded over 200 boys a look at Canada from coast to coast.

The idea evolved from discussions held by Toronto Board of Education and Eaton's of Canada officials on the problem of what could be done over and above regular educational methods to familiarize our youth with Canada, its history and its economy. The answer was specially conducted educational tours that would bring young boys into direct contact with the people, the economical structure and industrial background of the Canadian provinces outside their own.

The major portion of the 1959 Western Tour Party left Malton Airport, Toronto, via T.C.A. Viscount on August 9 for Winnipeg, where they were joined by the Winnipeg contingent. This marked the beginning of a two-week journey through western provinces. Major stops included Winnipeg, Saskatoon, Regina, Edmonton, Jasper, Banff, Calgary and Vancouver. While visiting these centres the boys met civic and educational officials, visited major industries and historical sites and viewed the natural scenery for which each area is specifically famous.

The tour members, for the most part, are selected by a combined effort of the staff and students at each school. In the spring of the school year the staff nominates four or five boys who qualify and place these names before the senior student body for a vote. The qualifications are all-round. The boy must be strong scholastically, a good citizen about the school, popular with his fellow students, and possess a genuine desire to learn and do well in his studies.

Two meetings are held prior to the trip. Here the boys meet the Board of Education and Eaton's of Canada officials who will be accompanying them on the journey and are briefed as to dates, itineraries and responsibilities.

Each boy is expected to keep accurate notes on the entire trip and on return to put together a scrapbook. This will be his permanent record of his experiences on the Western Canada Educational Tour. The entire journey is also recorded on motion-picture film and is edited into a 30-minute travelogue which is shown in each school represented. Theoretically, this allows each of the students the benefits of the tour.

Tour officials accompanying the boys were: Messrs. W. "Bill" McLaughlin, member of the Toronto Board of Education teaching staff and Tour Director; F. "Fred" Burford, member of the Toronto Board of Education teaching staff and Associate Tour Director; D. H. "Don" Morrison and J. "Jack" Gregory, Eaton's Public Relations Office, Toronto; T. M. "Tom" Miller, Eaton's Public Relations, Winnipeg, and H. H. Hundert, Eaton's Commercial Photography Studio.

25th

Anniversary



MISS MABEL A. DEACON

Miss Deacon celebrated 25 years' continuous service with Eaton's on Thursday, September 10. Her quarter-century of service has been with the one department, W224, the Fancy Goods. Thursday evening, September 10, at a dinner held at the St. Regis Hotel in Miss Deacon's honour, she was presented by Mr. Boston with a lovely watch, a gift from the department.

Interests outside her work centre around the Rebecca Lodge, Florence Nightingale Branch, of which she is Past Grand President and Past District Deputy President. Formerly a member of Knox United, has lately transferred to Westminster United Church. She is one of the alumni of the Ruth Brownbridge Public Speaking Group.

Holiday plans centre around a trip by car to San Francisco and parts south with a girl friend. In your future years may you be blessed with good health and happiness, Miss Deacon.

LLOYD WADDELL

Sunday, August 23, was the official day for Mr. Lloyd Waddell, but Friday, August 21, was the day he celebrated. Mr. Waddell has worked the full quarter-century with the Electrical Department and risen to be Department Manager — an achievement in itself.

Members of his staff presented him with a lovely piece of lawn furniture—an umbrella and table. That evening he and his wife (a former Eatonian, Florence Howard of M.O. Lingerie) were feted at a dinner and social evening at the Chic-n-Rib. Reports are that everyone had a marvellous time.

A member of the Knights of Columbus, past president of the Agotoras Mixed Bowling League, member of the Canu-Keena Club and first president of the 2nd War Veterans, a section of the Canu-Keena Club, Mr. Waddell seems to be a very busy individual. Plans for holidays include a trip to Vancouver Island to visit relatives. From your many friends throughout the Eaton organization we extend sincere wishes for a long and happy future.



GEORGE PHILLIPS

The M.O. Shipping must be a nice place to work, for after 45 years of continuous service, celebrated on Friday, September 18, officially—all with one department—George Phillips has the debonair appearance of a "young oldster."

Married, with one daughter, George in his youth was quite a sportsman and was especially keen on tennis. In latter years has confined his activities to lawn bowling with Eaton's and a bit of gardening. An ardent traveller, he and his wife plan a trip through the United States and Eastern Canada by car, leaving on August 29.

Friday, August 28, his department presented him with garden furniture. May we add our sincere wish for many more pleasant years, Mr. Phillips, and the best of health.





Mr. W. J. McKeag Celebrates 35 Years with the Company

On Tuesday, August 11, Mr. W. J. McKeag, Divisional Merchandise Manager, completed 35 years of continuous service with Eaton's. During the morning an informal presentation of lawn furniture was made by Mr. W. L. Palk. In attendance were members of the Executive, Merchandise and associated office staffs.

Mr. McKeag was the recipient of congratulatory letters and telegrams from across Canada, and during the day friends and associates dropped in to offer their congratulations.

THIS LITTLE GIRL MIGHT HAVE BEEN YOURS . . .

Life is a very precious gift—your gift of your blood is just as precious to those in need. Make certain that you are a Blood Donor during the Red Cross two-day clinic to be held in our third floor Mail Order Coffee Bar on Tuesday and Wednesday, September 29 and 30.

This healthy, happy little girl, "Penny" who, her father reports, is a real going concern these days, without the support of blood donors, would be restricted to the life of an invalid and, which is worse, could count on only a brief span of life.

Penny, Carol, Keith and Bonny are some of the children who in the past few months have undergone open heart surgery. This extremely delicate operation would be impossible without blood donations. The usual quantity needed for a child undergoing this surgery is 12 bottles. As this type of operation becomes more commonplace due to improved techniques the need for blood will become greater all the time. Neither the skill of the surgeons, the care of the hospital staff, the faith of the parents nor the courage of the children will avail anything if the blood needed is not available. Blood cannot be manufactured, it must be donated.



As well as Penny—John, David, Stephen, Malcolm, Keith and Robert need your help. They are hemophiliacs, or "bleeders." These children, whose ages range from two years to sixteen are in constant need of blood to keep alive. Three of them require up to 24 bottles of fresh plasma every month. Little Ronald has leukemia, each week he requires three bottles to survive. Fred, Irene and Stuart had transfusions after operations for cleft palates. Claude was in a car accident, Dianne was badly burned and Len must have a transfusion every few months because of his kidney condition. Here are just a few of our Greater Winnipeg children who survive because people care.

Remember the Dates—TUESDAY and WEDNESDAY, SEPTEMBER 29 and 30

HELP THOSE WHO CANNOT HELP THEMSELVES!



Retirements

Mr. C. Conn, Miss E. Stewart, Miss G. C. Einarson, Miss H. Coinner

MR. CARMEN CONN

After 46 years of service most of which has been with W36, Mail Order, Mr. Conn is retiring. Born in Miami, Manitoba, Carmen Conn came to Winnipeg as a young lad, and after a 3½-year hitch with the 16th Canadian Scottish during World War I, 2½ years of which were in France, he came to Eaton's.

Married to a former Eatonian, Ada Meadowcroft formerly with Departments 8, 9 and 10, he has a family of two girls and one son along with three grandchildren. A lover of spectator sports and flower gardening, Mr. Conn will have much to keep him occupied.

On Tuesday, September 1, Carmen was feted at a dinner held at the Mardi Gras and presented with a living-room mirror by Mr. W. Hogg, his department manager. During August month he and his wife visited their married daughter in Calgary. Best of health and happiness in the years to come.

MISS EVA STEWART

Actually retiring officially on October 1, Miss Stewart left early—Thursday, August 27. She had been an employee of the Company for 28 years, all of which was spent in the Life Assurance office and will be missed by the many friends she made during that time.

Wednesday, August 26, the Life Assurance staff gathered at the Town 'N' Country Restaurant to honour Miss Stewart with a dinner and social evening. A presentation of luggage was made and everyone enjoyed the evening.

Music is Miss Stewart's keenest interest and she now hopes to be able to devote more time to it during her leisure days. She will also be spending about a month out at the west coast with relatives. Best wishes, Miss Stewart.

**Many friends were saddened to learn of her brother's sudden passing at the commencement of her retirement and extend deepest sympathy.

MISS HELENE COINNER

After nearly 40 years of service (which is very hard to realize) Helene Coinner is retiring. Helene was with the Shopping Service for 25 years and the remaining 15 years have been spent with M.O. Depts. She has been an enthusiastic sportswoman and has been a member of Eaton's Golf, Curling and Bowling Clubs. Now sewing, playing cards and reading take up most of Helene's leisure time. Plans are in progress for a trip to San Diego and points south in the not too distant future.

Miss Coinner's friends and associates held a dinner at the Steak Loft in her honour at which time Mr. Keys presented her with a hand bag. Afterwards everyone went over to Mrs. Ella Bryan's home and a pleasant social evening was the happy result. May we extend our sincere wish for a long and happy retirement, Helene.

MISS G. C. EINARSON

"Carrie" Einarson retired on Tuesday, September 1, after nearly 40 years with Eaton's, most of which time was spent working for the M.O. Shoes.

Tuesday morning her department presented her with a clock radio and on Tuesday night a dinner was held at Moore's Restaurant commemorating the occasion. In attendance were staff members and friends.

Outside interests centre around a self-formed group of Eaton girls called the "Pearl and Plain Knitting Club." This club was formed during the war and since then meets periodically at each other's homes to renew old acquaintances. Each year they have an annual picnic, too.

Miss Einarson's plans are to remain in Winnipeg but hopes to make a trip out to the west coast and the U.S.A. in the near future. Your many friends wish you good health and many years of happiness, Carrie.



How is Your "Cotton Pickin'" Selling?



During the month of August we held our fall cotton promotion, "How Is Your Cotton-Pickin' Selling?"

Members of the groups saw demonstrations of how complete merchandise knowledge develops more skillful selling. The information and selling tips provided could be easily applied to everyday sales situations.

The Staff Training Department were fortunate in obtaining an excellent film produced by the Cot-

ton Council of America, entitled "Across the Last Three Feet." Skillful salespeople will immediately recognize the significance of this title. The distance from the counter to the customer's hands is the most difficult phase in a selling situation.

Cotton fabrics and various mixtures containing cotton, appear in nearly all departments, and it is important that salespeople are aware of the trends in finishes, weaves and dyes to assist them in more successful selling. It is our intention in the future to hold sales clinics on wool and man-made fibres, etc.

Staff Training Bookshelf

"Know Your Merchandise" by Wingate, Gillespie and Addison.

A well-informed salesperson is a real help to the customer. Do you know the selling points of your merchandise and which points to use? Remember selling points are buying points. A sound knowledge of merchandise is the mark of a successful salesperson.

A good point to remember is that a study of merchandise knowledge is twofold: one aspect relates to the question of what the product IS, the other deals with what the product DOES for the customer. This book tries to show in clear language what the composition of a product means in its everyday usage and how products can be used most effectively by the customer. One of the first steps in good salesmanship is knowing these to determine the customer's needs—knowing these needs and how they can be met can make you a better salesperson.

This excellent encyclopedia of merchandise knowledge is divided into two parts: Part I, Textiles, and Part II, Non-Textiles.

For example, in the textile section, synthetic fibres such as rayon, nylon, orlon, dynel, vicara, are dealt with in great detail along with the natural fibres. Part II covers raw skins and leather, shoes, apparel, china and glassware, house-furnishings, rubber and plastics. If you wish to improve your salesmanship and add more sales to your tally, we suggest you borrow this book for a while.

Phone
Tips



Names are magic—use them!



Top—General view of the main office—each doorway along the wall indicates a private office occupied by the various salesmen.
Lower left and right—Conference room and pictured here is a group of artists hard at work.

CONTRACT SALES — WITH THAT NEW LOOK

The Contract Sales are now located on the 3rd floor of the renovated Mitchell-Copp Building with the accent on bright and spacious quarters. Each salesman now has his own private office and the artists, as you can see, have proper light in which to work.

Winnipeg is the head office for the Western Division and all art work for the various jobs is turned out from here plus most specifications and pricings. Specialty salesmen, rightly trained in interior decorating, are handling at the moment several large installations which are being made across Western Canada. Some examples are:

Park Lodge Motel, Moose Jaw; North Battleford Hospital, North Battleford, Sask.; Elite Cafe, Saskatoon; King George Hotel, Saskatoon; Riverside Motel, Saskatoon; Parktown Motor Hotel, Saskatoon; Bell City Motel, Regina; Assiniboine Club, Regina; Royal Alexandra Hospital Nurses' Residence, Edmonton;

Derrick Club, Edmonton; Skyline Hotel, Swift Current; Fannystelle Hotel, Fannystelle, Man.; International Nickel Mines, Thompson, Man.; Winnipeg Maternity Pavilion Lobby; University of Manitoba and St. John's and St. Paul's Colleges; Downtown Motor Hotel; City Centre Motel; Marlborough Hotel.

The new look of the Contract Sales is a credit to Eaton's.

LONG-SERVICE ANNIVERSARIES

FORTY YEARS

Mr. Basil Cordingley, Basement Men's and Boys' Clothing.....Sept. 18
Mr. Arthur Brown, Elevators.....Sept. 22
Mr. Percy W. Thompson, Assistant, M.O. Neck Wear.....Sept. 26
Mr. G. Drummond, Men's Clothing...Sept. 27
Mr. Leonard Shaw, Department Manager, Notions.....Oct. 4
Miss J. Carstens, Basement Shoes....Oct. 10

THIRTY-FIVE YEARS

Miss Violet Warren, Fifth Floor Restaurant Bar.....Sept. 18

Mr. Fred Olson, Assistant, Optical Goods.....Oct. 6
Mr. Carl Cutting, M.O. Men's Shoes..Oct. 6
Miss Ruth Comack, M.O. Budget Plan.....Oct. 7
Miss S. M. Hamilton, Linens.....Oct. 8
Mr. J. D. Laing, Merchandise Manager.Oct. 13

TWENTY-FIVE YEARS

Mr. J. J. Higgins, Warehouse.....Oct. 1
Mr. Charles Holden, Business Machines Maintenance....Oct. 15

RECEPTION AND DINNER FOR MR. F. B. WALLS, MONTREAL ON THE OCCASION OF HIS 50th ANNIVERSARY WITH EATON'S



At a gala dinner held at the Mount Royal Hotel on September 10 and attended by the President and Mrs. John David Eaton, Company Directors and their wives, and Managers of the Montreal Store and their wives, Mr. Walls was presented with a specially designed stereophonic set and a series of coloured slides entitled "This Is Your Life."

Fifty years is a remarkable record, one of which is achieved by few Eatonians. Mr. Walls began his career as an office boy in the Toronto Store in 1909 rising steadily to become a Vice-President of the Company and General Manager of the Montreal Store. We in the Winnipeg area extend to you, Mr. Walls, our sincere congratulations for 50 years of outstanding service with Eaton's.

Top—Note the length of the Sales Audit's new offices. On the left (not shown) are large windows allowing plenty of daylight.

Bottom—The Stock Audit's new location—very neat.



Sales and Stock Audit Have A New Home

The Sales Audit and Stock Audit moved over to the third floor of the Mitchell-Copp Building along with the Contract Sales. Both offices have plenty of space to work in, with bright and cheery atmospheres. Although it does seem strange not to have these departments within our main Store, they both are very important cogs in the Eaton organization.

EATONIANS IN THE NEWS

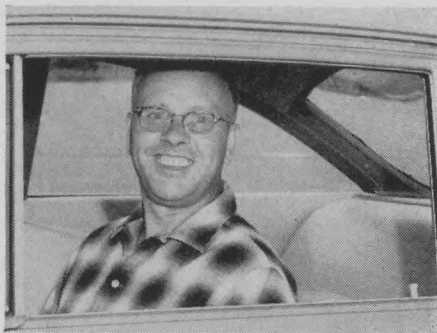


Stan Puchniak and his partner practising on the Red River.

STAN PUCHNIAK, General Audit. Recently the Northwestern International Rowing Association regatta was held at St. Paul, Minnesota, on the Mississippi River. This association has clubs from Duluth, Fort William, Kenora, Regina, St. Paul and Winnipeg. Stan and his partner, Irving Jackson, representing the Winnipeg Rowing Club, placed third in the mile and a quarter senior heavy doubles race. Nice going, Stan, seems like a pretty gruelling type of sport!

WHAT! ANOTHER NEW CAR?

Yes! **NORM HAWKHEAD** of our General Office staff, is the proud owner of a brand new car. Norm entered into a contest sponsored by one of Winnipeg's large super markets and was the most surprised person in the city when he was phoned and told "You've just won yourself a new car!" Needless to say, he was very pleased as you can see by the expression on his face. Congratulations, Norm, and happy motoring.



MISS CHRIS BEWICK WINS CANOE CLUB LADIES' GOLF CHAMPIONSHIP

Chris Bewick, one of Eaton's better female golfers, added another laurel to her growing collection by winning the Winnipeg Canoe Club Ladies' Golf Championship for the 1959 season. Chris accomplished this by carding a score of 93, good enough to win from a field of 25 entrants. During the Manitoba Open for women held May 18 and 19, Chris also managed to advance to the semi-final before being eliminated by Mrs. J. Hallett. Very nice golfing, Miss Bewick.



A BACKWARD GLANCE

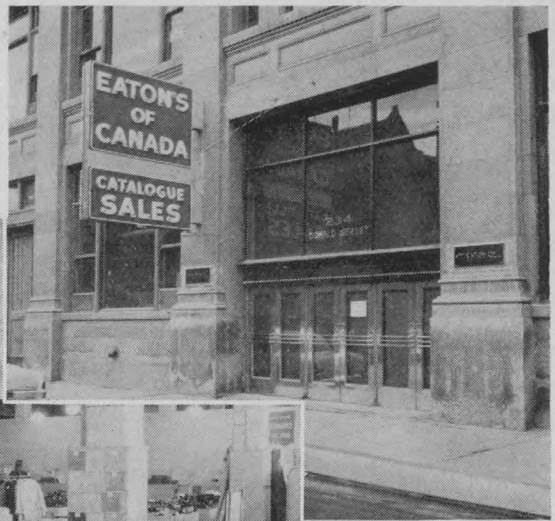
"What's past is prologue."
—Shakespeare

WANTED: MATERIAL FOR OUR HISTORICAL SECTION

In Contacts' August issue, the Assistants' Association made an appeal to all employees both past and present, for objects, pictures, newspaper clippings, catalogues, letters and other data suitable for our historical section. We are most anxious to get this project underway and therefore we would like to receive your contributions as soon as possible.

Material may either be donated or loaned and all exhibits will be acknowledged. For further information please contact either Mr. T. J. Keough, W338, or Mr. W. R. Lockwood, W167.

Our Mail Order Salesroom Has A New Sign!



General view of new sign on Donald side of Mail Order.



Two "bird's-eye views" of the 8th floor salesroom.



The first-class service which has been the trade mark of Eaton's throughout the years is evident when one steps into our Winnipeg Mail Order Salesroom, situated on the 8th floor of M.O. Building No. 2. A variety of merchandise is displayed in full view and every effort is made to make certain that customers from the urban, suburban and rural areas have service at their disposal. The new sign is evidence of this fact. Just another indication of progress in Eaton's Mail Order.

This letter sent to one of our Eaton employees back in 1914 is an indication that even "way back when" Eaton's catered to "Young Canada."

"April 30, 1914.

"Dear Alexander: We expect you will wonder how we knew it was your birthday on May 1, well we will tell you how we knew. We have a very large book in which we keep all good little children's birthday dates, and as of course you are a good little child, your name was in the book.

"We want to wish you many happy returns of the day and hope you will have many more happy birthdays. We are enclosing a little picture book which we hope you will like.

"Yours truly, The T. Eaton Co. Limited, Juvenile Department."

EATON MEN'S GOLF FINALS - 1

Tuesday, September 1, at the Elmhurst Golf and Country Club, with unusually poor weather for event, five new champions were crowned. Some good scores were turned in despite the rain, on really fine day of golf, the thirteen finalists along with the golf committee and special guest Mr. B. our genial Personnel Manager, were treated to a lovely dinner and refreshments.



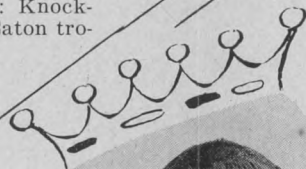
Mr. Sutherland presented the trophies and thanked Mr. Bertson, the Eaton Golf Club president, and his committee on behalf of The T. Eaton Company, for the fine season of golf completed. The winners were as follows:

Grand Champion and winner of the John David Eaton trophy: Ian Rafuse of the Stock Audit. Runner-up: Hugh Caldwell of the Sales Audit, a former champion.

Group 1 Championship Knockout winner: "Chick" Francis, W1015A. Consolation Knockout winner: George Glazier, W229.

Group 2 Championship Knockout winner: Ed Greenlay, W11. Consolation: Dick Howard, W37.

Trophies shown, left to right: Knockout miniature, John David Eaton trophy and miniature.



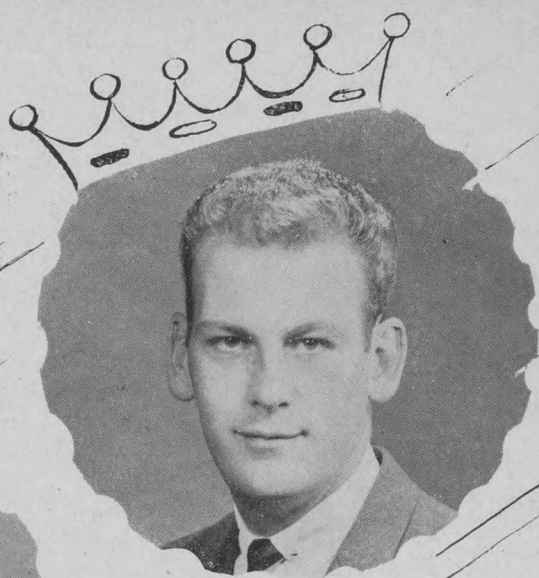
LS - 1959

poor weather for an Eaton golf
despite the rain, and to climax a
special guest Mr. B. C. Sutherland,

and thanked Mr. Rob-
and his committee on
fine season of golf just
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n David Eaton trophy:
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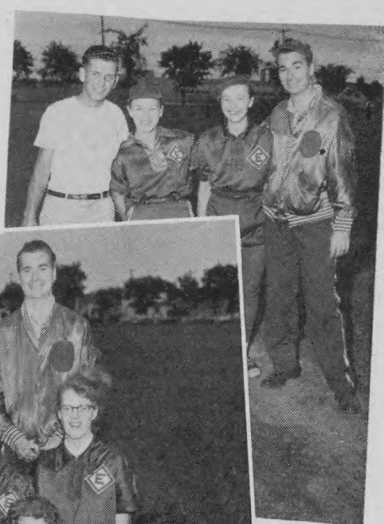
winner:
Knock-



The winners, reading from
bottom to top: Dick Howard,
Ed Greenlay, George Glazier,
"Chick" Francis and Grand
Champion, Ian Rafuse.

Lower right: Our
13 finalists just be-
fore tee-time.





Top, left to right: The victors mob their coach, Jack O'Leary; Dan Remillard, Jets' coach; Rena McCaughan, Pauline Bartosh and Royals' coach, Jack O'Leary. Middle picture: A group photo of the victors. Bottom, left to right: An action shot of the final game; this sad looking group is the vanquished Jets.

ROYALS WIN EATON GIRLS' FASTBALL CHAMPIONSHIP!

Dan Remillard's Jets, the champs for the last two seasons of baseball, were dethroned by the fine teamwork of the Royals. Monday, August 24, Jack O'Leary's Royals won the final game of a two out of three series by 15 to 4 which leaves no doubt as to who should be 1959 baseball winners. Solid hitting by each club featured the game and Carol Magnusson turned in a very worthwhile effort in the pitching department. Congratulations, Champion Royals, and better luck next year, Cubs, Imps and Jets.

GIRLS—Be sure to watch the Bulletin Boards—Swimming Classes are being planned for the fall and winter seasons. More in the October Issue.



BASEMENT STORE

Meats—By W. Cuthbert

A delayed welcome back to our many sick friends who were hospitalized this summer. Kay Kold, Ethel Smith, Blanche Baker and Abe Wall are all looking fit and glad to be back. Nice to see all of you in such fine shape.

Congratulations, Bill Bevan, a happy father again. A little girl, Laur'e Lynne, has been welcomed to their home. Mother and daughter doing well. We believe Bill is the champion dad in our department. Also congratulations to Abe Wall who was a grandfather for the fourth time. Abe says it's fine being a grandpa.

Vicki Huminski and Doreen Panas have left us to take up household duties. Do come and see us sometime, girls, we get lonely.

* * *

MAIN FLOOR

Men's and Young Men's Shoes

By Isabell Dunsheath

Mr. and Mrs. Graham Travers entertained the staff and their families at a garden party on August 23.

Kiddies races were keenly contested and thoroughly enjoyed, with prizes for the winners, and the adults enjoyed a "clanking" good game of horseshoes—with one casualty! The hula hoop contest should be something to see on the moving pictures they took.

The refreshments were wonderful and everyone enjoyed themselves immensely.

Bill Drader thinks he came fifth in the golf knockout contest (there were only five contesting). He managed to win the H. M. Tucker trophy which gave him a chance at the big one. Keep trying, Bill. Glad to hear, Bill, that baby daughter Debbie's fractured collar bone is mending.

We welcomed Kennie Gluk back with us—and glad he is too. We will soon be losing our three "U" students, John Eagle, Murray McKnight and John Schellenberg. They've been a welcome addition to our summer staff. May we say hello and welcome to Isabel Francis in our office.

Our heartiest congratulations to Mr. Ron Duval, our new signature. Sorry to lose Mr. Harold Cook but that is Sales Audit's gain. Best of luck, Harold.

Gloves and Hosiery—By Norma Patterson

Lil Fairey, Women's Gloves, celebrated her 30 years with the Company on August 6. Mr. Campbell, on behalf of the department, gave her a Royal Doulton figurine. She received many other lovely gifts from her co-workers and friends in the Store.

We are sorry to lose Margaret Cooper, Hilda Lauderdale and Evelyn MacDonald who have joined the staff of 200A, the new joint offices department. Presentations were made to Miss Cooper of a radio, Miss Lauderdale and Mrs. MacDonald received gifts of luggage.

Drugs

Welcome back to Jean Frame after an extended trip overseas. Jean reports a perfect holiday and everything met with her highest expectations.

Pleased to see Joyce Cuthbert back completely recovered from her operation. Good health for the future, Joyce.

Mr. Marshall is coming along fine with that cast of his; hope it won't be too long, John, before we see you running around the department again.

Much happiness is the wish of all in 212 Department to Eileen Brooks in her recent marriage to Harry Duhamel. Good luck to John Mainella who has been transferred to Sales Audit. We will miss his pleasing personality around the department.

Best wishes from Department 512 to Mrs. Jones who has left to make her home in Ottawa.

Our sincere sympathy to Frank Woodward in the loss of his brother.

Jewellery and Hand Bags—By V. Bowerman

Kay Thomas of our Costume Jewellery counter, has left us to go to the Elevators. Good luck, Kay.

We wish to extend our sympathy to Mr. Bud Curtis on the death of his father-in-law.

Books and Stationery—By M. C.-Lawton

A first grandchild for Mr. and Mrs. S. C. Florence—Marie Claire born August 14 at Ardsley, N.Y.

Our best wishes to Marguerite Smith on her engagement to Sgt. Glenwood Lee of Vancouver, wedding will be an event of mid-September.

We welcome to the staff of the Book Department Ethel Smith and Mary Wilson.

On August 31 a second niece for George Whyte.

Notions—By E. White

Roberta Eastfield left the end of August to begin training for a nurse in Misericordia Hospital. Our best wishes for a successful career Bobbie. She was presented with a necklace as a parting gift.

Cora Mueller and Bill Brown were married August 29 at Grant Memorial Church. Cora's gift from the department was two boudoir lamps.

Mrs. Sancar, Downing Street, entertained at a trousseau tea for her daughter Doreen, whose marriage to Lou Sorrenti was an event of Saturday, September 5, in St. Paul's Church. They left the following week for their home in Vancouver, B.C. Doreen received TV tables from the department.

Good luck and happiness to all of you.

SECOND FLOOR

Dress Fabrics and Patterns—By G. Wilkinson

We were sorry to lose three of our office girls who are now part of Department 200A. Miss McMillan was presented with a wrist watch, Mrs. Moodie with a steam iron and personal lingerie and Miss Lamoureux with hosiery.

Best wishes to Eleanor Michalski who became Mrs. Tom McSweeney on August 15. Eleanor was presented with a gift of linen and a shower was also held for her. Mrs. Graydon is back from her overseas trip and we know she and her husband had a wonderful time.

Miss Joyce Mercer has left W333 to further her education and was presented with a bon bon dish.

We all extend sincere sympathy to Mrs. Cassie in the recent loss of her sister.

We are sorry to hear of Mr. Odell's mother's accident. Best wishes for a speedy recovery, Mrs. Odell.

Budget Fashions—By N. Jackson

Best wishes to Joan Taylor who left recently to be married. The department gift was a set of stainless steel flatware.

* * *

FOURTH FLOOR

Misses' Suits and Coats—By M. Bowen

On Tuesday, August 18, Department 344 entertained at a buffet dinner and kitchen shower at the home of Mrs. H. Kane in honour of Miss Helena Spzytman, a bride-elect of August 29. Helena's mother, who came from England for her wedding, was a guest of honour.

The hostess was assisted by Miss Lottie Armstrong and Mrs. N. Scott and Mrs. L. Church presented the gifts.

Helena is going to make her home in Vancouver and she has the good wishes of all the staff for her future happiness in her new home.

* * *

FIFTH FLOOR

Boys' Clothing

A hearty welcome to our Manager, Mr. G. B. Scrivener, who has returned to work after a severe major operation. We are so glad to have you back with us.

We also extend our best wishes for future happiness to Frances Giardino who became the bride of Richard Lemieux on August 29 in St. Ignatius Church.

* * *

SIXTH FLOOR

Carpets—By Gladys McLean

Your correspondent has returned from a wonderful holiday overseas, really enjoyed seeing the many countries I visited—Belgium, Germany, Switzerland, France, England and Scotland. The highlight of the trip was a re-union of school pals—we hadn't been together for 35 years or more. Can you imagine the chattering that went on!

Our deepest sympathy to Mr. and Mrs. Foster in the loss of Mrs. Foster's mother, Mrs. Oakden.

Best of luck to Lou Smith who has left the department to try a new venture.

SEVENTH FLOOR

Electricals—By J. McIntosh

August 23 was the 25th anniversary with the Company of our Department Manager, Mr. Lloyd Waddell. On Friday morning Mr. Gordon Eisener, our Assistant Manager, on behalf of the department, presented Mr. Waddell with a table and umbrella for his garden. Mrs. Waddell received 25 red roses.

On Saturday night the staff of Departments 277 and 377 helped Mr. Waddell celebrate with dinner and dancing at the Chic-N-Rib. Mr. Eisener acted as M.C. and Mr. T. Ings, Assistant Manager of Department 377, read telegrams and letters from friends across Canada. Miss Kathy Fowler presented a corsage of roses to Mrs. Waddell. The presentation of a transistor radio was made to Mr. Waddell by Mr. P. Cranston, Department Manager of 377, on behalf of the guests.

Congratulations and best wishes to Carol Gabb of the Appliance Section. Carol received a beautiful diamond from Ken Young.

* * *

STORE SERVICES

Delivery—By K. Cross

Our deepest sympathy to Mr. George Bennett on the loss of his mother on August 2.

Elevators—By Liz Ratzlaff

Congratulations to Kay Thomas who came back to our department after working in the Jewellery. She is now our new supervisor of the girls.

A very hearty welcome back to Stan Carr who made a good recovery from a serious operation.

It was nice to have Mary Franklin, a former member of our staff, drop in to say hello. She is now working on the elevators in Saskatoon.

Also it was good to see Inez Yates drop in on her holidays. She is at present living in Regina. Best of luck and happiness to Stella Andrushuck who received a lovely diamond from Nick Trafak.

Best of luck to Joyce Gauthier who recently left our department to work in the Drugs. She was presented with a gift of jewellery and gloves.

Best of luck to Hugh Donaghy who has been transferred back to the Painters Department after spending a few months in our department.

City Dispatch—By R. Fowler

We are sorry to report that Mr. J. Sculthorpe has been ill in St. Boniface Hospital. He is now convalescing at home. We wish you a speedy recovery, Jim.

Mr. Sam Brown, retired from the Store platform, has returned to Winnipeg to live. We regret to say that Mrs. Brown passed away shortly after they returned. Our deepest sympathy goes to Sam and other members of the family.

* * *

ALEXANDER AVENUE WAREHOUSE

By K. Polak

Our deepest sympathy to Mr. and Mrs. Frank Still in the loss of their baby daughter.

MITCHELL-COPP BUILDING

Contract Sales—By Jan Chorny

Here we are again and first of all we wish to congratulate Miss Marg Brook who walked in one day with a beautiful diamond on that all-important finger of her left hand. The lucky man is Wayne Kubala.

We also extend our best congratulations to Mr. Alan Curtis on his recent promotion to Department Manager of our department. Mr. Scott presented Mr. Curtis with a golf cart on behalf of all the staff.

Well now that the holidays are over it's nice to see all our staff back again, rested and anxious to be on the job.

* * *

Stock Audit



Bob Oliphant celebrated his 35th anniversary on August 5. On arrival, his desk was suitably decorated and a presentation of lawn chairs was made by Mr. H. D. Macnamara. A bouquet of flowers was sent to Mrs. Oliphant. Bob had a busy day receiving congratulations from his many friends in the Store and Mail Order.



Shown in this picture are, top, left to right: Jack Pidgeon, 122, retired, and Arthur Dawes, 28, retired. Lower, left to right: Bill Liver, 274, and Charlie Turner, 122, retired. During his holidays in June, Bill and his wife visited with these old friends in Vancouver. They certainly look contented, don't they?



"Please permit this brief note of thanks and appreciation to Eaton's store and staff in general for kindness and courtesy received while visiting here. In Eaton's, here in Winnipeg, you have achieved this supreme ne-plus-ultra in merchandising and I regret to say we, across the line, could take a few lessons from you.

"We have for the last 26 years taken this route to our summer spot in the Rockies, and never failed to find it refreshing and delightful to spend a day in your beloved store.

"Your staff is a credit to your organization. This young woman, No. 615 (Mrs. D. Smythe), showed great kindness and patience to my wife and the children in our group while shopping in the Children's Shoes in the Basement Store. In her gentleness and thoughtfulness is exemplified the character that has made Eaton's what it is today—a really nice place to call on."

* * *

Congratulations to Mr. Fred McCleery of our Floormen's staff. We quote from a copy of Mrs. Grace Regan's letter (an American visitor).

"Never in all my shopping experience, and I have shopped in many cities both in Canada and the States, have I ever been shown such courtesy and good manners.

"I was directed from your main floor to the seventh floor for the China Department, where your floor supervisor approached me and I told him what had happened. I was not pleased at being wrongly directed. He personally conducted me to the correct floor and got a clerk to wait on me. He also came back and was very helpful to me on the remainder of my shopping.

"I am taking the liberty of asking you to thank the gentleman concerned for me. If I can remember properly, his name was Mr. McCleery. Owing to his help, my shopping was a great success and I am taking home to the States many beautiful presents purchased in your store."



SECOND FLOOR

M.O. Parcel Post, Mailing, Assembly and Billing—By K. Thiessen

Congratulations to Ethel Kurbis who was married to Ben Hutsebaut on August 15. The Billing office staff held a dinner in her honour and presented her with an electric clock.

Sorry to have to say farewell to Emilie Derkach and Eva Loeppky who have left the Company. Best of luck on behalf of your associates.

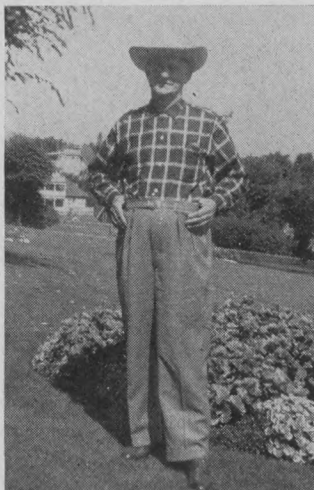
* * *

THIRD FLOOR

Drapery Work Room—By D. Zetterstrom

Mr. Dan Ritchie who has just returned from a holiday in the west and at the west coast, reports a very nice time.

While at the coast Mr. Ritchie visited with Mr. Sid Lamprell and Mr. Fred Reed (retired Manager of W226 and 26 Mail) and brings back greetings from both to their fellow Eatonians.



Mr. Reed had just returned from the Calgary Stampede and brought back with him a ten-gallon hat in which Mr. Ritchie had his picture taken.

The department extends their deepest sympathy to Mr. J. Oakden and family in the loss of his mother.

FIFTH FLOOR

Drugs—By S. Sapiak

Our best wishes go out to Mrs. Watkins who left us August 7. On behalf of the staff, Rae received many gifts which will no doubt be useful.

We extend our sympathy to Mr. and Mrs. McGurk on the death of Mrs. McGurk's mother.

Radios, TV and Pianos—By M. McKinlay

Congratulations to Roy and Beth Newell on the arrival of Barbara Elizabeth on September 3 at Women's Pavilion, General Hospital.

Books and Stationery

Congratulations to Cecil Kennedy of this department on 30 years of continuous service on August 6. Due to vacation, a belated presentation was made on August 14 to Cece of a transistor radio by Mr. Jack Hunter, Assistant in the department, and with it goes all the best wishes of the management and staff for many happy years ahead.

We are happy to have periodic visits from Mr. Doug Gray (retired Assistant from W5), particularly now that he has won fame in the golf world. Congratulations.

Our sincere sympathy is extended to Mrs. Irene McDonald whose mother passed away July 29.

* * *

SIXTH FLOOR

Correspondence—By M. Nolette

Our deepest sympathy to Mrs. Doreen McKenzie whose father passed away.

Congratulations to Mrs. Bev Bakun, a former co-worker, on the birth of a son.

* * *

SEVENTH FLOOR

Cashiers—By O. Quinlan

On August 7 Elsie Kunz was presented with personal gifts from the department and also from her many friends throughout the Store, on leaving to take up another position. Good luck in your new venture, Elsie.

We would like to extend a welcome back to Olga Smith who was on the sick list.

Good luck to Theresa Lemeux who has left us to be a housewife on a full-time basis.

Budget Plan—By M. R. McLean

Congratulations to Marion McKay on her engagement to Dave Green; also the same wish to Aleta Armstrong, engaged to Fred Woodhouse.

August kept its quota up in brides, and we wish the very best to: Eileen Dorowany and Steve Kytaychuk, August 8; Judy Sagasky and Oscar Bonne, August 8; Irene Stevens and Andy Sorgenfrie, August 22; Elsie Buck and Bill Kohut, August 1.

We lost a sunny personality when Irene Senchuk left to make her home in Pilot Mound, Man. We know she will make friends easily there, as she has done in our office.

All Rita Leclair's friends were glad to have her visit the department, during her vacation from Phoenix, Arizona. Rita left here after seven years' service with the Budget Plan, to make her home in the U.S.A.

Infants' Goods—By I. Joss

Congratulations to Mr. and Mrs. R. Smiley on the birth of a daughter, and also to Mr. and Mrs. E. McClenen on the birth of a son.

We said good-bye to Mr. T. Weston who was transferred to Department 100-O. Mr. Eaton presented Tommy with a caddy cart on behalf of the department. Best wishes to you, Tommy, on your new job.

M.O. Copying—By M. Shepherd

Congratulations to Charlotte Dunning who received a lovely diamond on August 1 from Raymond Moorhouse.

Terese LaPierre was married to Aime Fillion on August 29 at Sacred Heart Church and was presented with a bookcase from the department before leaving. At a dinner held by the girls at the Wah Lai Restaurant in her honour, Terese received a bed throw, sheets and pillow cases.

We extend our sympathy to Sally Carriere in the loss of her father and to Margaret Jackson in the loss of her mother.

When Mary Galski left to marry Kas Karasinski at Holy Ghost Church on September 5 she received a pair of wool blankets and a vase from the department.

A speedy recovery is wished Jean Stremeski.

EIGHTH FLOOR

M.O. Men's Clothing—By F. Paget

Congratulations to Mike Zarzycki who became the proud father of a second son, Douglas Gordon.

Catalogue Distribution, Salesroom, Phones

By M. Taylor

Our sincerest congratulations to Morris Larcombe, M.O. Contracts. He pulled a fast one on us and got married while on vacation. We all wish you the very best, Morris.

Best wishes to Yvette Richard who left on August 26 to be married.

Congratulations to Myrna Bryan, Marion Young and Elsie Firmanuik. They all received lovely diamonds.

Welcome back to Agnes Last who has been away ill. Sorry to say Lillian Clarke, Belle Sinclair, Joyce Andrychuk and Virginia Ruckhall are still away. Mary Thompson is in the hospital for a short stay, but we hope she'll be able to hobble to the football games.

Good luck to Pat Wallace who left to make a full-time job of housekeeping.

HOW TO BE A DOG'S BEST FRIEND



Every dog should have a well-trained owner—one who knows how to keep him sleek and healthy. The following pointers will help you to be the best friend your dog deserves.

Housing. If he sleeps in a kennel, make sure it's well-sealed and draught-free with a raised air-tight floor. If you prefer him to sleep in the house, give him a warm, dry box placed in a draught-free spot which isn't too close to the stove or radiator. In either case, provide deep bedding of shredded newspapers or old blankets.

Care and Grooming. The importance of a daily brushing can't be overestimated. Not only does it increase the thickness and lustre of your dog's coat, it keeps him comfortable and helps control shedding. Bathing, on the other hand, may dry his coat if done oftener than once a month—even in sticky weather.

If your pet has a heavy coat, resist all temptation to clip it "for his own good" during the dog days. His undercoat sheds in preparation for summer heat, what's left on top is needed to shield his sensitive skin from sunburn and insect onslaught.

Accumulation of tooth tartar is dangerous as well as unsightly. Clean your canine's teeth regularly with a damp cloth dipped in salt or baking soda and wielded with a gentle rotating motion.

Feeding. Commercial dog foods, prepared by trained nutritionists and tested in research kennels, are more likely to give your pet the balanced diet he needs than anything you can whip up. They're even pretested for canine eye appeal.

Is it O.K. to slip your dog an occasional under-the-table bonus? Yes, say experts, provided these treats are no more than one-fourth of total diet and the morsels are not excessively fatty. Fatty foods clog both canine and human arteries, increasing the danger of heart trouble in both species. A sobering thought for anyone who's envied a dog's life!

Never let him gnaw on poultry, chop bones or any other kind of bone that might splinter and puncture his throat. Give him fresh water

at least three times a day—but not within an hour before or after meals nor immediately after hard exercise.

Like most dog stories, this one could run on endlessly. But lest the tale wag the dog, we'll stop here and let your tail-wagging friend express his gratitude.

HOW TO FIGHT A SMALL FIRE SAFELY . . .

- (1) Take time to think, quickly size up situation
- (2) Get everyone out, Call Fire Department at once!—then if fire is still small, FIGHT IT
- (3) Keep near door—so you have an escape
- (4) Stay low—out of heat and smoke
- (5) Aim extinguisher at base of fire, not at the smoke or flame
- (6) Stay outside small rooms—shoot stream in
- (7) Ventilate only after fire is out; but if fire gets large—get out, close doors!



. . . and Use the RIGHT EXTINGUISHER!

Know What Each Extinguisher Contains and You'll Know When to Use the Right One for Each Class Fire. Here Are the Most Effective Common Types —

FOR ORDINARY COMBUSTIBLES—

CLASS "A" FIRES (Trash, Cloth, Paper, Wood). Put out a Class "A"

fire by **Lowering Its Temperature** using a water-based extinguisher.

Wet the fire to cool—soak it to stop fire from smoldering.

PRESSURIZED WATER TYPE—operates usually by squeezing handle or trigger—read instruction label (contains water or water with anti-freeze chemical).

PUMP TANK—operates by one hand pumping handle while other hand holds nozzle (contains water or water with anti-freeze chemical).

SODA-ACID—operates by turning extinguisher upside down. Has handle on bottom for inverting (contains water and soda mixture, no anti-freeze).

FOR FLAMMABLE LIQUIDS—CLASS "B" FIRES

 (Gasoline, Oil, Tar, Paint).

Put out a Class "B" fire by **Smothering** it. Use extinguisher giving a blanket-ing, flame-interrupting effect. Cover whole flaming liquid surface.

CARBON DIOXIDE—operates usually by squeezing handle or trigger—see instruction label (contains a heavy gas that smothers fire).

DRY CHEMICAL types operate various ways—see instruction label (contains a dry powder that smothers fire).

FOAM operates by turning extinguisher upside down (contains water and ingredients to make a heavy foam that smothers fire).



FOR ELECTRICAL EQUIPMENT—CLASS "C" FIRES (Motors, Switchboards). When live electrical equipment is involved always use a **Non-Conducting** extinguishing agent to prevent receiving an electric shock! Shut off power as quickly as possible.

NON-CONDUCTING EXTINGUISHING AGENTS such as Carbon Dioxide, Dry Chemical, Vaporizing Liquid. Do Not Use Soda-Acid Foam or other water-type extinguishers until the electric power has been shut off.



CONTACTS

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Editor: Douglas E. McPherson

DATE OF ISSUE
15th of EACH MONTH

**NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH**

RECENT APPOINTMENTS

Winnipeg Store

Department W1078—Contract Sales:

MR. A. L. CURTIS, Department Manager.

Department W104—Cash Office;

Department W106—C.O.D. Cashiers;

Department W107 — Shopping Card Pay-in
Office;

Department W108—Post Office and Informa-
tion Bureau;

Department W110—Shopping Service;

Department W127—Shopping Card Assembly
and Packing;

Department W129—Dispatch Carriers;

Department W129A—City Carriers;

Department W130—City Dispatch;

Department W131—Service Bureau;

Department W131B—Checking Office;

Department W147—City Inspectors;

Department W147A—Markers:

MR. J. H. KEYS, Manager.

Department W104—Cash Office;

Department W106—C.O.D. Cashiers;

Department W107 — Shopping Card Pay-in
Office;

Department W108—Post Office and Informa-
tion Bureau;

Department W110—Shopping Service:

MR. R. ROBINSON, Department Manager;

MR. B. G. McCALLUM, Assistant.

Department W79—Groceries;

Department W279—Service Groceries—Third
Floor;

Department W379—Foodateria-Groceries:

MR. A. ALEXANDER, Manager;

MR. A. CARR, Department Manager.

Department W280—Seeds and Plants;

Department W480—Fruits and Vegetables —
Third Floor;

Department W580—Fruits and Vegetables—
Basement:

MR. F. HARPER, Department Manager.

Twenty-Two

Department W1100 — Grill Room, Lunch
Rooms, Lunch Counters and Bakery Pro-
ducts;

Department W1112—Employees' Lunch Room;

Department W1113—M.O. Employees' Coffee
Bar;

MR. L. FARMER, Manager.

Department W556 — Furnaces, Gas and Oil
Units and Space Heaters:

MR. F. A. DYER, Assistant.

Department W228—Men's Furnishings, Un-
derwear, Shirts, Bath Robes, Pyjamas,
Bathing Suits, Sweaters and Neck Wear:

MR. R. D. DAILLEY, Department Manager.

Departments W1048 and W1049 will be amal-
gamated, continuing under present manage-
ment as:

Department W1048—Fur Storage and Repairs:

Mail Order Western Division

Department W56—Stoves and Plumbing:

MR. J. B. FISHER, Assistant (Operating)
in addition to his present duties in Depart-
ment W53;

MR. J. C. REID, Assistant (Rebuy).

Prince Albert, Saskatchewan

Department PNC229—Men's and Boys' Cloth-
ing, Made-to-Measure, Furnishings, Hats,
Caps and Furs:

MR. G. R. DELORME, Assistant.

Department PNC237—Men's, Women's and
Children's Shoes, Slippers, Rubbers and
Winter Goods:

MR. L. GRANT, Assistant.

Red Deer, Alberta

Department RD253—Hardware, House Wares,
Pictures, Paints and Mirrors, China and
Glass-ware, Toys, Wheel Goods, Sporting
Goods, Bicycles, Luggage, Auto Accessories,
Tires and Tubes, Farm Implements, Plumb-
ing and Heating:

MR. W. J. ALLAN, Assistant.



JOHANN ALBERT DAHL

Mr. Dahl, a member of our Carpentry staff for some 15 years, died Thursday, August 13, after a prolonged illness. He was 61 years of age. Mr. Dahl was pre-deceased by his wife Flossie in May, 1958. To his surviving relatives, all of whom are in Norway, we offer sincerest sympathy.



MRS. BESSIE AMBROSE passed away suddenly on Tuesday, August 18, at the age of 52 years after a short illness. Mrs. Ambrose had been a member of our Valley Room staff (formerly 5th floor Cafeteria) for almost 30 years. She is survived by four brothers. Sincere sympathy is offered to them during this very sad time.

ARCHIBALD M. BECK

Mr. Beck, a retired employee formerly with our M.O. Advertising Department for 24 years, died at the age of 75 years. He is survived by his wife, Violet, and three sons. He also has a brother. To these we extend deepest sympathy.

MRS. VERNE PEARL MCGREGOR

A retired employee of our Store Telephone staff for 28 years, Mrs. McGregor passed away at the age of 63 years on Tuesday, August 11. Surviving relatives include her husband William, three sons and two daughters. During this sad time we extend sincere sympathy in their bereavement.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Mother

Mr. G. Bennett.....Furniture Delivery
Mr. J. Oakden.....Drapery Workroom
Mr. L. Snell.....Alexander Warehouse
Miss M. Jackson.....M.O. Copying
Mrs. S. Brodowich.....M.O. Men's Shoes

In the Loss of a Father

Mrs. A. Atamanchuk
M.O. Employees' Lunch Counter
Mrs. M. Atamanchuk
M.O. Employees' Lunch Counter
Mr. K. Gee.....Engineers
Mrs. P. Motuz.....M.O. Assembly
Miss A. Bitz.....Grill Room
Miss E. VanderGraaf
Basement Lunch Counter
Mrs. F. Harvich.....Foodateria-Groceries
Mr. F. Anderton.....M.O. Wall-paper
Mrs. G. Muloin.....M.O. Men's Shoes

Mrs. M. Griffin.....Basement Lingerie, etc.
Miss S. Carriere.....M.O. Copying

In the Loss of a Brother

Mr. S. Jopling.....Pianos and Organs
Mrs. C. Walker.....Cake Counters
Miss B. Stockmal.....3rd Floor Service Groceries
Mr. F. Woodward.....Drugs
Miss M. Hobson.....M.O. Shipping
Mrs. M. Webb.....Bake Shop
Miss E. Stewart.....Life Assurance

In the Loss of a Sister

Mrs. M. Cassie.....Patterns

In the Loss of a Father-in-Law

Mr. B. Curtis.....Jewellery

In the Loss of a Baby Girl

Mr. F. Still
Alexander and Princess Warehouses

R E M E M B E R —

FIRE PREVENTION IS YOUR JOB...TOO



FIRE PREVENTION WEEK



October 4-10

DON'T GIVE FIRE A PLACE TO START!

*Please See Page 21 for Fire Prevention
Information*